

**NORTH PARK REDEVELOPMENT
PROJECT AREA COMMITTEE (PAC)
REGULAR MEETING MINUTES**

Tuesday, November 10, 2009

San Diego National Bank (6th Floor), 3180 University Avenue, San Diego, CA
92104

Comments and PAC actions relating to items on today's agenda are noted herein.

I. ROLL CALL & INTRODUCTIONS

Meeting convened at 6:01p.m. A quorum was established.

Robert Bauer	Present	Judi O'Boyle	Present
Stephanie Cass	Present	Lachlan Oliver	Present
Kirsten Clemons	Present	Travis Sizer	Present
Patrick Edwards	Present (6:30)	Robert Steppke	Present
Don Leichtling	Present	Mark Stern	Absent
Roger Lewis	Present	James Tinsky	Present

II. ADOPTION OF AGENDA

Motion (Leichtling/Cass): *Approve agenda as presented.*

Passed (10-0-0)

III. APPROVAL OF MINUTES

Motion (Leichtling/Bauer): *Accept October minutes with no revisions.*

Passed (10-0-0)

IV. ELECTED OFFICIALS REPORT

Travis Knowles, representing Council District 3, passed out the district newsletter and called attention to the special budget hearing taking place at 9:00am at Hoover High on November 21st. He called attention to the a project providing new guard rails and improved pedestrian access going in on Juniper Street through the Juniper Canyon area.

V. PUBLIC COMMENT

Liz Studebaker of North Park Main Street noted the regular board meeting has been postponed to Wednesday, November 18th and also, announced the Toyland Parade fundraiser occurring on Thursday, November 12th.

Conor Weir, AMCAL, re-introduced himself to the PAC and noted they are looking at the Thrift Trader building for development of a housing project and noted he would be appearing Tuesday, November 17th at the upcoming NP Planning Committee meeting.

Tom Eads introduced himself as prospective business owners and introduced Joel, his partner, who has an Asian fusion restaurant currently in Palm Springs. He announced

they are looking at a developing a similar project potentially in the JC Penny's building describing their concept as focusing upon it being a casual local pedestrian destination.

Lynn Elliot announced that the last North Park Community Association neighborhood cleanup will take place Saturday, November 14th with participants encouraged to meet at El Cajon Blvd. and Texas Street at 9 am around the dumpsters that will be on site.

VI. CHAIR'S REPORT

Clemons provided to the PAC a copy of the letter detailing the PAC's support of **ElderHelp** project directed to the City of San Diego's Assets Department. The letter was reviewed by the PAC and then submitted to Michael Lengyel of the agency.

Clemons announced she would like consolidated minutes submitted from ad-hoc committee meetings provided ahead of the PAC meetings so they may be included along with the minutes and agenda sent out. She noted she saw this as a way of speeding up the general meeting.

VII. ACTION/DISCUSSION ITEMS

A. ElderHelp Request for Agency Assistance for Expansion Plans

Leane Marchese introduced herself and started off by presenting the PAC with a printed synopsis of the Elder Help project at 4069 30th St. She noted her enthusiasm for the project because of the synergy with the population and character of the community. She gave the example of a long time involved senior who recently had a stroke and ElderHelp was able to provide many of the services that helped her in her time of need. She noted the funding request was for \$400K from the redevelopment agency consisting of Project Area funding noting a ground-breaking target date of January 2011. Marchese pointed out that design work, including the façade work, was detailed in the handout as well as the budget and the breakdown of component services to be offered. She noted there will be a multi-purpose room available to related senior groups and their activities as well as utilization of a number of local volunteers assisting in providing the offered services and programs. She noted CDBG funding along with funds from the supervisorial district offices has been received and they will be pursuing additional funding sources. She also noted ElderHelp anticipates an additional \$100k will be required to be added to the existing yearly budgeted maintenance costs resulting in a total of around \$1M a year.

Tom Heffernan, project architect, then addressed and thanked the PAC for the opportunity to do the design work on the project, **noting** his firm had won the design competition. Heffernan noted three components to the project: First component is the ability to influence ElderHelp's community presence by doing things such as expressing in the buildings signage aspects of the historical marquees seen throughout North Park, as well as the use of color and textures to draw people visually to the project. Secondly, he noted the opportunity to provide community space by providing a visual bridge into the building through the transparent store front on the street. Heffernan addressed a number of aspects of the design detailed in the handout. Lastly, he spoke about the opportunity to effectively house all the home base component services and he detailed the mix of office and programs spaces and open areas. He noted the next step was developing the construction documents. J. Reese Construction, which assisted in preparing the anticipated budget, was announced as the contractor. Heffernan noted the estimated square footage cost was in line with what his firm anticipated and is about mid-range for refurbishment projects.

Marchese closed **by stating that** ElderHelp would contribute to the revitalization of the community as well as noting the impacts of reinvesting in a public owned building. She drew attention again to their effort to **obtain** additional funding.

Public Comment: Liz Studebaker of NP Main Street voiced her agency's support for the project.

Committee discussion:

Leichtling indicated his support for the project and stated that some in the room likely will be using the program in future years and asked the architect to consider increasing the width of access doors and to provide parking for mobility scooters as well as a few other design ideas. Oliver offered support especially for the idea of community inclusion and asked a question about the current operating costs and the impact on their reserves for future operations. He also asked whether they had looked into how their operation might affect other local care services. Marchese noted \$934K is the current year operating budget and they had considered an additional \$100K per year would be needed. She is confident in ElderHelp's ability to raise these additional funds, given the new programs being offered. She also noted ElderHelp has a capital campaign for an additional endowment of \$500K - \$1M. Marchese noted ElderHelp home base services are generally needed 2-4 hours a week, which is an affordable alternative to local for profit assisted care operations. She also noted they are in this for the long haul and it's going to happen and hopes the PAC is involved. Tinsky asked how many people are assisted by their programs and asked about accommodating parking if and when services expand bringing in more clientele. Marchese stated they provide services to 5000 clients per year on average serving many different types of people. She stated parking is of concern but noted they have many driving volunteers and are planning for a shuttle. Steppke noted he observed the luncheon program at the Howard Center today for about 60 people and voiced his support for the nature of the services and suggested they scale back office space to increase open areas. O'Boyle noted her appreciation of ElderHelp and stated that they seem to know their clients. She commented on the interior plan and noted she didn't see an area that could accommodate 60 people **for lunch** on their presented plans. Additionally, she noted she didn't think the planned break room was necessary in lieu of the opportunity to provide additional eating space given the capacity of the multi-purpose room available. O'Boyle also noted her support for a few other of the layout components. Marchese noted Wi-Fi and larger computers are needed now and they will be facilitated in the lounge. She noted the stated number of people involved in the luncheon program was larger than she was aware of and ElderHelp will go back and take a closer more current look at the Howard program. She also committed to being able to support a site that accommodates what's required while also noting they will look at additional sites if need be. Clemons asked Lengyel what 'pot of money' the agency was looking at for funding. Lengyel noted the funding was earmarked from the non-taxable bond revenue sources that are also being used for the mini-park and street improvement projects. Lewis pursued asking for more detail on what other options for tapping into other sources of non-housing project area funding such as taxable bond revenue moneys might be possible. Lewis expressed concern about the PAC maintaining the cushion it's been considering in tax-exempt funding during its discussions of the mini-park and streetscape projects. Lengyel said we could look at other pots and discuss the options more in more detail. Oliver asked if money was going solely for construction or if it was open to ElderHelp's determination of use. Marchese noted they will be holding their capital campaign and suggested the PAC could direct its funding specifically for construction but also noted it's hard for her to project where additional funding might be directed.

Motion: (Leichtling/Steppe): *The PAC supports ElderHelp's request for project funding.*

Passed (11-0-0)

B. Recommendation on Guidelines and Contribution of Funds for Agency Enhanced Storefront Improvement Program

Ulysses Panganiban, City Economic Development Staff with experience working this program in City Heights, offered a power point presentation on the Agency Storefront Improvement Program. He noted the PAC was being asked to approve the guidelines for the program directed towards addressing blight while bringing additional private investment. He stated a cap for first year funding is set at \$200K of North Park Project Area funds. A handout detailing the specifics of the presentation was provided to the PAC and should be referenced for details on the presentation.

Public comment: Studebaker of NP Main Street asked how historic designation is achieved. Panganiban noted a structure has to be formally historically designated by the Historic Resource Board.

Committee Comments: Oliver asked why security systems are not an eligible expense. Panganiban noted they are not considered visual improvement. O'Boyle asked about the prevailing wage requirement given the small scale of many projects. Panganiban said because public funds being used, it is required. Bauer asked where landscape improvements might be included and noted that while churches are not included what if the property is rented to a non-religious business use. Panganiban noted the city agrees landscape is important but that the program is limited to structurally related improvements and basically any church affiliation (owner or lessee) is not eligible. Edwards noted his business has a set back from sidewalk with brick planters and suggested that 'hard cape' portions of landscaping is important to be included as eligible. Leichtling noted support for security improvements eligibility as well as ADA upgrades in front and entry's of buildings and hard scope improvements in landscaping. Clemons wanted to clarify if the guidelines as presented are what are to be approved. Lengyel indicated yes, that the agency is looking for standard guidelines for project areas citywide. Tinsky asked where requests for eligible funding will be coming from. Lengyel noted they are generated from each individual project area. Sizer asked how suggestions that have been offered will be incorporated. Rosenthal asked Panganiban to detail the process for inclusion of changes and SIP approval. Panganiban said if the PAC does have specific recommendation for them to be considered they would have to go back to other project areas to get approval. Clemons noted then, that the PAC really doesn't have the ability to offer recommendations, a situation putting the PAC in a bad position. She noted the PAC is not really being asked for recommendations. She further noted she did not support the security funding aspect being discussed. Oliver noted his specific support of security cameras in the program and noted they basically cost between \$2-5K, relatively inexpensive as insurance to protect the work already done on the improvements. Studebaker of NP Main Street noted security and landscape aren't the focus of this program, which is intended to help with large structural costs allowing business to free up money for things like security. However, she agreed that ADA considerations may not be addressed adequately. Steppe wanted to clarify that all the other PACs are approving the same guidelines. O'Boyle noted that not supporting these particular guidelines does not preclude us from using the funding. Leichtling suggested the PAC could not support the guidelines and let agency know the reason why.

Motion: (Edwards/Cass: *PAC accepts guidelines for Agency SIP.*

Passed (8-3-0) Bauer, Leichtling and O'Boyle opposed

C. Boundary St Public Improvements Preliminary Funding Recommendation

Sizer reported on the Boundary Street improvements noting the suggested funding allocation would cover design and the irrigation systems and metering. Sizer noted subcommittee was seeking approval so that another related grant can refer to the PAC funding allocation in support of its application. That grant is a mitigation grant that would leverage PAC money as a match for Cal Trans based improvements. Lengyel further detailed the agency is being requested to act as the government agency task lead as a requirement of the Cal Trans grant and the amount being requested before the PAC is an initial funding request. Clemons asked if we were being asked for two motions, one for funding and one for teaming on the Cal Trans grant.

Public comment: Studebaker NP Main Street asked for clarification of task lead position.

Committee discussion: Steppke asked about adjusting to a lower estimate and where the PAC might be assisted in the Cal Trans grant financially. He also asked who would be writing the grant. Lengyel noted the agency would ask the Cal Trans grant to cover trees and some portal signage for El Cajon Blvd and University Ave. at a cost of \$30K each. Omar Passons is writing the grant.

Motion: (Leichtling/O'Boyle): *Approve funding request of up to \$300,000 for design and construction of Boundary Street improvements and support RDA as lead agency for the Cal Trans grant.*

Passed (11-0-0)

D. Free Parking in the North Park Parking Garage for Toyland Parade

Studebaker NP Main Street detailed the specifics about the parade and that volunteers will begin arriving around 8 am with all finally gone before 3pm.

Public comment: no comment

Committee discussion: no comment

Motion: (Edwards/Oliver) PAC approves subsidizing free parking during Toyland Parade at North Park Garage.

Passed (11-0-0)

E. Letter of Support for Potential Shuttle Service from NP Parking Garage During December Nights

Lengyel noted the city department organizing transportation for 'December Nights' thinks the parking structure is too small to support a shuttle service. Lengyel suggested the community express it's strong support for the shuttle and perhaps combine with the parking being considered at the Disc Golf Course and other Morley Field parking lots to provide enough parking to warrant the shuttle.

Public comment: None

Committee discussion: None

Motion: (Leichtling/O'Boyle) Send letter to city expressing support for potential shuttle from the North Park Parking Garage during December Nights including parking at the Disc Golf Course and other Morley Field parking lots.

Passed (10-1-0)

F. Recommendation on Cancelling the Regular December PAC Meeting

Clemons suggested the PAC not convene in December.

Public comment: None

Committee discussion: None.

Motion: (Edwards/Sizer): *PAC cancels the regularly scheduled December meeting.*

Passed (11-0-0)

VIII. SUB-COMMITTEE/LIAISON REPORTS

A. Maintenance Assessment District (MAD)

Steppke reported the MAD talked about re-balloting and that trash cans and tree grates still have about \$12K available in funding. Steppke noted street lights on University Ave. are to be painted before Toyland Parade and the MAD is considering upping allocation for tree trimming from the current \$20K.

B. Project Area Improvements

Reported on earlier.

C. Birch NP Theater Improvements

Lewis asked that this report be removed from future agendas.

D. North Park Community Plan Update

First meeting to occur the 18th of November at the adult center.

E. Green/Sustainability Initiatives

Tinsky reported the sub-committee met with Alison Whitelaw and detailed specifically what we were asking for. Platt-Whitelaw had provided an estimate and the sub-committee asked for further clarification and detail.

IX. STAFF REPORTS/PROJECT UPDATES

A. Mid-term Review

Lengyel started by noting we are at the point of the mid-five year review point and provided the PAC with a handout to speak from in detailing the work plan. (refer to handout included with notes). Lengyel pointed out that there are two parts to the plan, the regular plan and the housing plan. He noted we had acquired property, assisted in redevelopment of private property as directed in the existing plan. He added that analysts are waiting to see how 2010 will work out but that the actual tax increment has been higher than anticipated. Lengyel went on further to note the Lafayette Hotel will be coming to the PAC in January to request funding. Lengyel stated the project area had met or exceeded all the projected goals and the agency will give mid-term report to the agency board in February. He finally noted that the Mini-park got final agency approval and the project is now just waiting for mayor's approval.

B. Garage Art Project

Rosenthal reported the artist is reviewing the agreement including an updated time-line and noted the agency had asked to waive some of the burdens on the artists such as insurance.

C. NP Mini-Park streetscape improvements

See above.

D. Community Plan Update Blight Analysis

Lengyel noted initial environmental report was inadequate and required additional consultants to address an updated traffic study to support the blight study findings.

E. Other:

X. REQUESTS FOR NEXT AGENDA

A. Information and subsequent discussion regarding where funding of ElderHelp project is possible to be allocated from and limitation and opportunities in general for future funding.

B. Lafayette funding request

XI. ADJOURNMENT

Motion (Cass/Steppe): *To adjourn at 8:10 pm.*

Passed (11-0-0)